

IN THE CLAIMS:

Claims 1-30 (canceled).

Claim 31 (new): A method for creating ideas to be used for the conceptual design of a product or service, the method comprising:

obtaining basic information related to the product or service;

providing a plurality of design parameters related to the product or service, each design parameter being either predetermined or variable, wherein the variable design parameters are subject to development;

providing a team consisting of at least two members with different forms of intelligence selected from the group consisting of verbal, emotional, visual, musical, spatial, worldly, physical, mathematical and pragmatic;

conveying the plurality of design parameters and stimuli to the team for studying, wherein the stimuli relate to the variable design parameters and are selected from a group consisting of words, pictures, images, shapes, textures, experiences, emotions, sensations, sounds and smells; and

conducting an idea generation session wherein the team develops the variable design parameters into developed design parameters and combines the developed design parameters with the predetermined design parameters to produce an overall concept for the product or service.

Claim 32 (new): The method according to claim 31, wherein the steps of obtaining basic information, providing a team and providing the plurality of design

parameters and stimuli to the team are done by a team coordinator.

Claim 33 (new): The method according to claim 31, wherein one of the team members is a team coordinator, the team coordinator providing the plurality of design parameters and stimuli and providing the remaining ones of the at least two team members.

Claim 34 (new): The method according to claim 31, wherein the basic information is selected from the group consisting of identification of the product or service, brand name of the product or service, characteristics of the at least two members, dates for development of the product or service and a budget for the conceptual design of the product or service.

Claim 35 (new): The method according to claim 31, wherein the design parameters are selected from the group consisting of verbal elements, visual elements, audio elements, tactile elements, experimental elements, physical elements, numerical elements and emotional elements.

Claim 36 (new): The method according to claim 31, wherein the members have different disciplines of work and the disciplines of work are unrelated to the product or service.

Claim 37 (new): The method of claim 31, wherein each team member is selected to have an increased talent in a different one of the intelligences.

Claim 38 (new): The method of claim 37, wherein the intelligence of at least one member is not related to the product or service.

Claim 39 (new): The method according to claim 38, wherein the number of members is in the range of 4 to 8.

Claim 40 (new): The method according to claim 31, further comprising the step of conducting idea exercises during the idea generation session, the idea exercises selected from the group consisting of disruptive thinking exercises, substituting exercises and rearranging and reversing regimens.

Claim 41 (new): The method according to claim 40, wherein the overall concept of the product or service consists of elements selected from the group consisting of experiences, names, story lines, in-store themes, benefits, product ingredients, packaging colors, packaging shape, packaging texture, visual images and sounds.

Claim 42 (new): The method according to claim 41, further comprising the steps of assessing the elements for their appeal to each of the members, rejecting the elements which are not approved by the majority of the members and accepting the elements which are approved by the majority of the members.

Claim 43 (new): The method according to claim 42, further comprising the step of repeating the step of conducting an idea generation session until the overall concept for the product or service includes elements of experiences, potential names, story lines,

product benefits, product ingredients, packaging colors, packaging shape, packaging texture, visual images and sounds, which are accepted by the majority of the members.

Claim 44 (new): The method according to claim 31, further comprising the steps of presenting the overall concept of the product or service to consumers and receiving comments from the consumers thereon.

Claim 45 (new): A method for creating ideas to be used for the conceptual design of a product or service, the method comprising:

obtaining basic information related to the product or service;

providing a plurality of design parameters related to the product or service, each design parameter being either predetermined or variable, wherein the variable design parameters are subject to development;

providing a team consisting of at least two members who are in different disciplines of work,

providing the plurality of design parameters and stimuli which relate to the variable design parameters to the team;

conducting an idea generation session wherein the team produces at least one idea concerning the concept for the product or service.

Claim 46 (new): The method according to claim 45, wherein the stimuli are selected from a group consisting of words, pictures, shapes, textures, experiences, emotions, sensations, sounds and smells.

Claim 47 (new): The method according to claim 45, wherein the disciplines of work correspond to an intelligence selected from the group consisting of verbal, emotional, visual, musical, spatial, worldly, physical, mathematical and pragmatic.

Claim 48 (new): The method according to claim 45, wherein the idea generation session comprises the steps of developing the variable design parameters into developed design parameters and combining the developed design parameters with the predetermined design parameters to produce the idea.

Claim 49 (new): A method for creating ideas to be used for the conceptual design of a product or service, the method comprising:

providing a plurality of design parameters related to the product or service, each design parameter being either predetermined or variable, wherein the variable design parameters are subject to development;

providing a team consisting of at least two members with different forms of intelligence selected from the group consisting of verbal, emotional, visual, musical, spatial, worldly, physical, mathematical and pragmatic;

providing the plurality of design parameters and stimuli which relate to the variable design parameters to the team, wherein the stimuli promote thought of ideas about the product or service;

conducting an idea generation session wherein the team develops the variable design parameters into developed design parameters and combines the developed design parameters with the predetermined design parameters to form a set of fixed design elements which create the overall concept of the product or

service;

assessing the fixed design elements for their appeal to each of the members, rejecting the fixed design elements which are not approved by the majority of the members and accepting the elements which are approved by the majority of the members;

repeating the step of conducting an idea generation session until the overall concept of the product or service include fixed design elements of experiences, potential name, story lines, product benefits, product ingredients, packaging colors, packaging shape, packaging texture, visual images and sounds, which are accepted by the majority of the members.

Claim 50 (new): The method according to claim 49, wherein the stimuli are selected from a group consisting of words, pictures, images, shapes, textures, experiences, emotions, sensations, sounds and smells.